

FILE

SEP 2 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5					10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, AUGUST 30, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	SEPTEMBER ISSUE: NEW "FASCINATION" Completely revamped "Fascination" Magazine, designed for the adult (25-35 years) sophisticated woman, featuring smart fashions in the medium price range; beauty ideas and information; a series on "How to Buy"; fashions for women under 5'5"; and "Fascination USA", spotlighting 4 cities in 4 different sections of the country each month. Managing Editor: Mary Harbord; Fashion Editor: Murrow McCurnin; Beauty Editor: Mary Parker. Contact: CO. 5-0377.	AVON-FASCINATION CO. (119 WEST 57TH ST.)	NEWSSTANDS
Friday August 30 11:00 A.M.	"TRICKS FOR TEENS" FASHION SHOW Back-to-school "Tricks for Teens" fashion show, with one of Helena Rubinstein's representatives discussing teen-age cosmetics. Open to public. Publicity: Carolyn Rose, LA. 4-7000, Ext. 184.	SAKS 34TH STREET	2ND FLOOR
Beginning Friday August 30	DAUMIER PRINTS ON EXHIBITION Drawings by the 19th Century pioneer of modern art, Honore Daumier, French caricaturist and painter, displayed as inspiration to the fashion artist. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

WEEK BEGINNING MONDAY, SEPTEMBER 2, 1946

Monday Sept. 2	NINTH ANNUAL FALL FASHION EXPOSITION "Twentieth Century Renaissance" will be the theme of the Neiman-Marcus 1946 Fall Fashion Exposition with awards for distinguished service in the field of fashion presented to eight national figures by H. Stanley Marcus, executive vice-president, Neiman-Marcus. In addition to fine fashions and accessories from America, France and England, there will be an Exposition of Decorative Arts presenting collectors' pieces in furnishings for the American home. Coinciding will be the three-day Fall conference of the American Institute of Decorators at the Baker Hotel with the nation's distinguished decorators as Neiman-Marcus' special guests.	NEIMAN-MARCUS	DALLAS TEXAS
September (Definite Date Will be Announced Later)	NEW PUBLICATION REPORTING FASHION SHOWS "On The Runway"--new monthly publication for the trade reporting the nation's outstanding fashion shows, product promotions and special events. Covering important phases of the staging of style shows, settings, props, lighting, show themes, new techniques, commentators' handling of shows, accessories, models' makeup, programs and entertainment aspects. Published by Gertrude L. Rossiter, Leonora Ormsby and Michael McKone. By subscription only. Contact: Gertrude L. Rossiter, PL. 3-4800, Ext. 435.	"ON THE RUNWAY"	34 EAST 50TH ST. SUITE 436

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
-------------	------------------------	-----------------	--------------

Sept. 2 LABOR DAY (Monday)

PRESS OPENINGS: FALL CUSTOM-ORDER "ORIGINALS"

Showings of the Custom-Made Dress Collections are open only to those members of the Press who have been notified and invited.

Tuesday... Sept. 3	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday... Sept. 4	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday... Sept. 4	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Thursday... Sept. 5	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday... Sept. 5	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday.... Sept. 9	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday... Sept. 10	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: NED IRISH	EL. 5-6800

Tuesday Sept. 3	ANNUAL "PINK CHAMPAGNE" PARTY	RUSSEKS FIFTH AVENUE	8TH FLOOR
4:15 P.M. Cocktails	A Press Preview of Design Studio Furs by Ralph Marano, the annual "Pink Champagne" party which Russek's Wholesale Department gives for the fashion press each year, presenting special fur fashions created in the design studio. By invitation only. Publicity: Helen Moran, WI. 7-1900.		

Tuesday Sept. 3-	MISS AMERICA BEAUTY CONTEST AT ATLANTIC CITY		
Sept. 7	The 25th Miss America Beauty Pageant at Atlantic City, climaxed with selection of the Queen in Convention Hall on Sept. 7.		

Wednesday Sept. 4-	PREMIER RAINWEAR FASHION CONVENTION	NEW YORK RAINCOAT MANUFACTURERS' ASS'N INC.	HOTEL NEW YORKER
Sept. 6	A three-day Rainwear Sales Convention and Fashion Show, presenting new designs, styles and fabrics in raincoats. On Wednesday, Sept. 4, there will be a luncheon and merchandising clinic in the Grand Ballroom at 12:30 P.M. Speakers: Esther Lyman of "Harper's Bazaar," Oscar Schoeffler of "Esquire", Dr. J. Harold Shipp of DuPont Chemical Co., and others. Tickets: \$7.50 each. On Thursday, Sept. 5, there will be a dinner and fashion show at 6:30 P.M. Tickets: \$15.00 each. For tickets, contact N.Y. Raincoat Manufacturers Association, 350 Fifth Avenue. Publicity: Jack Berman, LO. 5-0935.		

Wednesday Sept. 4	FALL AND WINTER FUR FASHIONS	KRESGE-NEWARK	10TH FLOOR RESTAURANT
5:00 P.M.-	Informal showing of new Fall and Winter fur fashions. Open to public.		
7:00 P.M.	Press by invitation. Publicity: Marie Guthrie, Mitchell 2-8000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 5	PRESS PREVIEW: HENRI BENDEL, CUSTOM-ORDER COLLECTION: 10 WEST 57TH STREET At 11:00 A.M. (See Page 2 for details.)		
Thursday Sept. 5 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Showing of new Fall and Winter fashions by Sada Sacks. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Fashion Show Director and Publicity: Mary Alice Rice, CI. 6-1790.	SADA SACKS (671 MADISON AVE.)	ST. REGIS HOTEL ROOF
Thursday Sept. 5 4:00 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Presentation of the Fall collection designed by Carl Sidney for Marjorie Castle, Inc. Attendance by invitation only. Contact: PL. 9-4397.	MARJORIE CASTLE, INC.	15 EAST 53RD ST. SALON
Thursday Sept. 5	PRESS PREVIEW: BERGDORF GOODMAN, CUSTOM-ORDER COLLECTION: 754 FIFTH AVENUE At 5:30 P. M. (See Page 2 for details.)		
Friday Sept. 6 11:00 A.M.- 2:00 P.M.	ANNUAL "BACK-TO-SCHOOL" FASHION SHOW Gimbel's annual "Calling-All-Girls" back-to-school fashion show and color movie, featuring the 22 winners of the "Calling-All-Girls" national contest. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR
Saturday Sept. 7 11:00 A.M.	TEEN-AGE FASHION SHOW AND MOVIE Presentation of "Life With The Teens," an Associated Merchandising Corporation teen-age movie, followed by a fashion showing of actual clothes from the film. By invitation only. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	BROOKLYN ACADEMY OF MUSIC
Saturday Sept. 7 11:30 A.M.	FABRIC FASHION PRESENTATION Altman's will have a fabric fashion show in cooperation with Vogue Junior Patterns. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR
Sept. 7-14 NATIONAL NOTION WEEK (Contact: G. Pounder, LE. 2-4455.)			
Monday Sept. 9 11:00 A.M.- 12:00 Noon	"BRIEF" SHOWING FOR THE PRESS Maisie invites the Press for champagne and a quick peek at the "Blouse Brief", unique new apparel accessory by Maison France. Showing at 11:30 A.M. sharp. Attendance by invitation only. Publicity: Christine Ecker, John A. Cairns & Co., Inc., AL. 4-7262.	MAISON FRANCE	HAMPSHIRE HOUSE COTTAGE
Monday Sept. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS De Pinna will present Fall fashions during luncheon. Open to public. Press by invitation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790, or PL. 3-4500.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 9	PRESS PREVIEW: MAINBOCHER: CUSTOM-ORDER COLLECTION, 6 EAST 57TH ST. At 3:00 P.M. (See Page 2 for details)		
Sept. 9-14 FIRST ANNUAL NAT'L SWEATER WEEK (Publicity: Martin Stern, VA. 6-0543.)			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of Sept. 9	NATIONAL FALL MILLINERY WEEK National tie-ups are being arranged by Mary Kelley, Millinery Fashion Bureau, MU. 2-2603. (See below for Millinery Fashion Shows.)		
Monday Sept. 9	PUBLICATION DATE: BOOK BY HELENE GARNELL "Oh Dear! What Shall I Wear?" -- a new book by Helene Garnell. Price: \$1.25, paper bound; \$2.50 cloth bound. Contact: Liveright, AS. 4-2050.	LIVERIGHT PUBLISHING CORPORATION	LOCAL BOOK DEPARTMENTS
Tuesday Sept. 10	PRESS PREVIEW: BONWIT TELLER, CUSTOM-ORDER COLLECTION: 721 FIFTH AVENUE At 11:00 A.M. (See Page 2 for details.)		
Tuesday Sept. 10-Sept. 13 12:00 Noon Luncheons	<p>SERIES OF MILLINERY FASHION SHOWS Four-day series of luncheon fashion presentations to celebrate National Millinery Week, with the following exhibitors showing their hats:</p> <p><u>Tuesday, Sept. 10:</u> Millinery Creators Guild, including BERNICE CHARLES, HARRYSON HATS, G. HOWARD HODGE, MILGRIM HATS, EDGAR J. LORIE, GERMAINE MONTABERT, JEANNE TETE, VOGUE-GARFUNKEL HATS.</p> <p><u>Wednesday, Sept. 11</u> BRAAGAARD PEG FISCHER MAGO HAYES MARY GOODFELLOW LADDIE NORTHRIDGE</p> <p><u>Thursday, Sept. 12</u> ANITA ANDRA MME. EMME MME. LENESTA MME. PAULINE MME. REINE</p> <p><u>Friday, Sept. 13</u> HATTIE CARNEGIE LILLY DACHE WALTER FLORELL JOHN-FREDERICS FLORENCE REICHMAN SALLY VICTOR</p>		
Jewelry by Castlecliff. (Publicity for Castlecliff: Dorothy Lansing, Hope Associates, PL. 5-3100). Press by invitation only. For tickets, contact: Millinery Stabilization Commission, CH. 4-6547. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.			
Tuesday Sept. 10 12:45 P.M. Champagne-Luncheon	PRESS PREVIEW OF FUR COLLECTION Ackerman-Blatt's premiere press party in their new salon, showing their Fall and Winter fur collection during a champagne-luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ACKERMAN-BLATT	60 EAST 56TH ST. SALON
Thursday Sept. 10 3:00 P.M. Cocktails	PRESS SHOWING: CUSTOM ORDER COLLECTION Carrie Munn's Fall and Winter custom-order Originals will be presented during cocktails. Attendance by invitation only. Contact: EL. 5-0017.	CARRIE MUNN	640 MADISON AVE. SALON
Tuesday Sept. 10 4:30 P.M.	<p>FABRIC FASHION SHOW FOR PRESS AND TEACHERS A joint fashion show of easy-to-make fashions. Guest speaker: Helen Valentine, editor, "Seventeen Magazine." Commentator: Alma Kitchell of Station WJZ. For sewing teachers of Greater New York and the press, by invitation only. Publ.: Dorothy DeGroat, CH. 4-2000, Ext. 2201.</p>		
Tuesday Sept. 10 4:30 P.M. Cocktails	PRESS SHOWING OF LINGERIE AND SWEATERS Press opening of Angora-Paris, a new shop dedicated to fine, high-styled angora sweaters and jackets from Paris, with a spicing of French handmade lingerie. Attendance by invitation. Publ.: Mildred Kaldor, BR. 9-9399.	ANGORA - PARIS	HOTEL PLAZA GRAND BALLROOM 18 WEST 56TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 10 5:00 P.M.	PRESS PREVIEW: "DRAMA" MAKEUP Press showing of Elizabeth Arden's new "Drama," the complete coordinated makeup sequence. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-3410.	ELIZABETH ARDEN	691 FIFTH AVE. FASHION SALON
Tuesday Sept. 10 8:30 P.M.	SPRING COLLECTION OF COATS, SUITS, FURS Showing of Spring, 1947 collection of coats, suits and furs by Grubere, designer and fashion consultant. Tickets: \$25.00 each. Contact: Lillian Sessions, PE. 6-0754.	GRUBERE (214 WEST 29TH ST.)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Sept. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Luncheon presentation of new Fall fashions by Arnold Constable. Open to public. Press by invitation. For reservations, contact "Frank", head-waiter, EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300, Ext. 202. Waldorf-Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 11 3:00 P.M. Cocktails	MILLINERY FASHION SHOW New millinery designs will be shown in Dorothy Gordon's Fall and Winter Millinery collection. By invitation only. Contact: EL. 5-9641.	DOROTHY GORDON	14 EAST 56TH STREET SHOWROOM
Wednesday Sept. 11 3:00 P.M. Cocktails	COMMAND PERFORMANCE OF AQ SHOW Fall 1946 accessory fashions in second performance of AQ show for invited nation-wide trade. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 2-8633.	ARIS; CRITERION; CORO; GLENTEX	PLAZA HOTEL GRAND BALLROOM
Wednesday Sept. 11- Sept. 12 4:00 P.M.- 7:00 P.M.	TWO SHOWINGS OF NEW FABRICS A showing of Hafner Fabrics in the Ritz Carlton Grand Ballroom on Wednesday, Sept. 11 and Thursday, Sept. 12, with showing each day promptly at 4:30 P.M. By invitation only. Publicity: Eloise Davies, LO. 3-2171.	HAFNER FABRICS	RITZ CARLTON HOTEL GRAND BALLROOM
Wednesday Sept. 11 5:00 P.M. Cocktails	CHRISTMAS PARTY FOR THE PRESS Party for magazine and newspaper press to preview the Primrose House holiday items, introducing the Witchery Perfume and Bath Line, new packaging of Chiffon and Forget-Me-Not Bath Preparations, and new traveling beauty cases. By invitation only. Publicity: Mary Brown, CI. 5-7434.	PRIMROSE HOUSE (724 FIFTH AVE.)	HAMPSHIRE HOUSE COTTAGE
Thursday Sept. 12 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fall and Winter fashions by Rosette Pennington to be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 506. Publicity: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 12 6:00 P.M.- 9:00 P.M. Buffet Dancing	PRESS PREVIEW; NEW FASHION COLOR Peggy Sage will introduce her new Shimmer-Sheen Fashion Color to the press at a special buffet party, which will be followed by dancing. Attendance by invitation only. Publicity: Henrietta Amos, Abbott Kimball Co., PL. 3-9600.	PEGGY SAGE	HOTEL PIERRE ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Sept. 14 2:30 P.M. Cocktails	SHOWING OF CUSTOM- MADE GOWNS & SUITS Sydell will invite her customers to a showing of new Fall and Winter custom-made gowns and suits at her salon. Attendance by invitation. Contact: PL. 8-0892.	SYDELL	666 FIFTH AVE.
Saturday Sept. 14 4:00 P.M.- 5:00 P.M.	"ALL ABOARD" TEEN- AGE PROMOTION Simplicity's "Modern Miss Merry-Go-Round" fashions for teen-agers will be presented at McCreery's Big Top Restaurant on the 2nd floor. Showing what girls all over the country will be wearing this Fall and Winter, and starring Melinda, a travelling girl with a "wrong clothes" approach, who tours the country and learns as she goes. Each guest will receive a Melinda (teen-age) lipstick and mirror as a gift. Open to public. Commentator: Kitty Mancus, Simplicity Stylist. Publicity for Simplicity: Joan Klein, AS. 4-7570. McCreery Publicity: Alice Hutton, WI. 7-7000.	SIMPLICITY PATTERN CO.	JAMES MCCREERY & CO. 5TH AVE. & 34TH ST.
Monday Sept. 16 12:30 P.M. Luncheon	PRESS PREVIEW AND BUFFET LUNCHEON The advance collection of original bags by Josef will be shown to the press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	RITZ CARLTON HOTEL CRYSTAL GARDENS
Monday Sept. 16 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON "Heads Above the Crowd"-new Fall and Winter millinery collection by Mary Goodfellow to be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790, or PL. 3-4500.	MARY GOODFELLOW (23½ EAST 61 ST.)	ST. REGIS HOTEL ROOF
Monday Sept. 16 5:00 P.M.- 7:00 P.M.	BRIDAL JEWELRY AT PRESS SHOWING Opening of Temple's new Fifth Avenue jewelry showroom with an informal press party to introduce a collection of "one of a kind" wedding rings and jewelry, designed exclusively for Temple. By invitation only. Publicity: S. Richard Stern, PE. 6-4459.	TEMPLE'S JEWELS	732 FIFTH AVENUE
Beginning Monday Sept. 16	OPENING OF FALL CLASSES 70th Fall season, with day and evening courses in Design, Pattern Making, Draping, Sketching and Dressmaking and Tailoring. Contact: BR. 9-3085.	THE McDOWELL SCHOOL OF COSTUME DESIGN	71-79 WEST 45TH ST.
Tuesday Sept. 17 10:30 A.M.	PRESS SHOWING OF NEW FALL FASHIONS Fall and Winter fashions will be presented to the press in Bloomingdale's Green Room. By invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON & 59TH ST.	GREEN ROOM 3RD FLOOR
Tuesday Sept. 17 12:30 P.M. Luncheon	PRESS SHOWING OF CUSTOM MILLINERY Press showing of custom-order millinery by Tatiana de Plessix, to be presented during luncheon. Attendance strictly by invitation. Publicity Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 17 3:00 P.M.- 6:00 P.M. Cocktails	NEW FABRIC DESIGNS AT COCKTAIL PARTY Cocktail party for the fashion press and retail trade to celebrate the official opening of the Robaix Showrooms and to preview the Robaix line of original designs on fine fabrics. By invitation only. Publicity: Regina Ovesey, The Chernow Co., CH. 4-4784.	ROBAIX FABRICS CORP.	1412 BROADWAY AT 39TH STREET
Tuesday Sept. 17 4:00 P.M. Cocktails	FALL AND WINTER MILLINERY SHOWING Fall and Winter millinery showing by Edith Hirschmann, along with custom-made gloves, jewelry and scarfs. Attendance by invitation. Contact: Edith Hirschmann, PL. 9-4031.	EDITH HIRSCHMANN	6 EAST 53RD ST. SALON
Tuesday Sept. 17 5:00 P.M.- 7:00 P.M. Cocktails	SURPRISE PARTY FOR INVITED PRESS Revlon will have a Surprise Party for the invited press at the Ritz Carlton, Crystal Room (entrance on 46th St.) Attendance by invitation only. Publicity: Beatrice Castle and Edith Steiger, PL. 5-8800.	REVLON	RITZ CARLTON HOTEL CRYSTAL ROOM
Tuesday Sept. 17 8:30 P.M.	FASHION PRESS INVITED TO CALIFORNIA The invited fashion press will be guests of Cole of California for 3 days at the Huntington Hotel in Pasadena, California, with the press opening taking place on the evening of Sept. 17, showing the newest fashions for resort and beachwear for Summer, 1947 by Cole of California. Guests will purchase their own train tickets through Cole for the "Cole of California Fashion Press Special," an all-room train leaving Grand Central Station, Friday noon, Sept. 13, arriving in Pasadena Monday noon, Sept. 15. Attendance by invitation. Publicity: Elizabeth D. Adams, Pacific Boulevard & Fruitland Road, Los Angeles, California. (Tel: Jefferson 5174).	COLE OF CALIFORNIA (LOS ANGELES)	HUNTINGTON HOTEL PASADENA, CALIF.
Cancelled Sept. 18	THE ANITA ANDRA MILLINERY SHOWING, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 18 DURING LUNCHEON, HAS BEEN CANCELLED.		
Wednesday Sept. 18 1:00 P.M. Luncheon	PARIS-INSPIRED MILLINERY SHOWING Luncheon showing of Paris-born millinery collection--new designs inspired by Mr. Braagaard's recent trip to Paris, using materials which he brought from France. Open to public. Press by invitation. For reservations, contact: Jack, headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Braagaard Publicity: Rosemary Sheehan, CI. 7-8060.	BRAAGAARD	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 18 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of fashions by Hattie Carnegie during luncheon. Open to public. Press by invitation. For reservations, contact: Frank, headwaiter, EL. 5-3000. Carnegie Publicity: Josephine Hughes, WL. 2-22600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 18 2:30 P.M.	SHOWING OF NEW FALL FASHIONS A Fall fashion show by Altman's on the third floor. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 18 5:00 P.M.	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION Press showing of Elizabeth Arden's new Fall custom-order collection, designed by Castillo. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-3410.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION SALON
Thursday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS Gunter presents a collection of Fall and Winter furs including a group of designer originals by Alice Orovan. Open to public. Press by invitation. For reservations, contact PL. 3-1740. Publicity: Nona James, VO. 5-3440.	GUNTHER	PLAZA HOTEL TERRACE ROOM
Thursday Sept. 19 4:00 P.M. Cocktails	PRESS SHOWING OF STEFAN'S COLLECTION Opening of Stefan's new couture salon with a showing of original costumes created by Stefan in John Walther fabrics. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	STEFAN-- JOHN WALTHER FABRICS	15 EAST 47TH ST.
Thursday Sept. 19 5:00 P.M.- 8:00 P.M. Cocktails	SECOND BIRTHDAY PARTY CELEBRATION The second birthday party of "Seventeen" Magazine will be celebrated with a cocktail party and dance at the Waldorf-Astoria. Attendance by invitation. Publicity: Estelle Ellis, PE. 6-1100.	SEVENTEEN MAGAZINE	WALDORF-ASTORIA BASILDON SUITE
Beginning Friday Sept. 20	OPENING OF FALL SEMESTER Regular course for young women interested in becoming junior executives in fashion merchandising. The students will be given 8 weeks of practical work in department stores, with pay -- 4 weeks before Christmas and 4 weeks before Easter. Contact: Ellen Nolan, Registrar, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH ST.
Saturday Sept. 21 12:30 P.M.	FASHION PRESS INVITED TO CALIFORNIA RESORT Fashion show given by Tabak of California for the invited nation-wide fashion press, who will be weekend guests at the Arrowhead Springs Hotel in San Bernardino, California. Tabak's new resort and play clothes, designed by Stella, will be presented at a buffet luncheon style show at the swimming pool, with Goldwyn girls and movie starlets as models. By invitation only. Publicity: Aileen Platt, Tabak of California, 860 South Los Angeles St., Los Angeles 14 (Tel: Trinity 0921).	TABAK OF CALIFORNIA	SAN BERNARDINO CALIFORNIA
Monday Sept. 23 1:00 P.M. Luncheon	"RADIANT STAR" LUNCHEON FASHION SHOW Introduction of "Radiant Star" makeup by Antoine--a complete new makeup; "Radiant Star" coiffures by Antoine adaptable to every type of face; "Radiant Star" cocktail hats, specially designed by Jeanne Tete; "Radiant Star" jewels by Castlecliff (Publicity for Castlecliff: Dorothy Lansing, Hope Associates, PL. 5-3100). Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Antoine Publicity: Lucille Egelhoff, PL. 3-7837. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANTOINE DE PARIS (663 FIFTH AVE.)	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 23 4:30 P.M. Cocktails	PRESS PREVIEW: NEW CRUISE COLLECTION Original cruise line, designed by Gertrude Rothschild for Ben Lindner Inc., will be introduced to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	BEN LINDNER INC.	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 24 10:00 A.M. Breakfast	PRESS SHOWING OF MADEMOISELLE SHOES Presentation of Mademoiselle Shoes for Fall and Winter by Carlisle Shoe Co. Attendance by invitation. Publicity: Eleanor Howard, WI. 7-6782.	CARLISLE SHOE CO.	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 24 4:00 P.M. Cocktails	PRESS SHOWING OF FUR COLLECTION Presentation of furs by Alfred Rainer, with showing at 4:30 P.M. Attendance by invitation. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER, INC.	17 EAST 55TH ST. SALON
Tuesday Sept. 24 4:00 P.M. Cocktails	PRESS PREVIEW OF CUSTOM-MADE FASHIONS Custom originals in dresses and suits for Fall and Winter in fabrics and trimmings which Madame Renel has just brought from Paris and the continent. By invitation only. Contact: Hana Norton, MU. 2-6157.	RENEL OF PARIS	751 MADISON AVE. NEW RENEL SALON
Wednesday Sept. 25 9:00 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST Macy's semi-annual breakfast for the press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Sept. 25 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Presentation of new millinery by Dobbs during luncheon. Open to public. Press by invitation. For reservations, contact Frank, headwaiter, EL. 5-3000. Dobbs Publicity: Ruth Harrington, LO. 5-4110. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DOBBS PARK AVENUE (380 PARK AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 25 1:00 P.M. Luncheon	LUNCHEON SHOWING OF COATS AND SUITS Russeks will present Fall and Winter coats and suits during luncheon. Open to public. Press by invitation. Russek's publicity: Helen Moran, WI. 7-1900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 26 4:00 P.M. Tea	"WHAT'S NEW IN BEAUTY?" The press will be invited to a tea with Ann Delafield, director of the Richard Hudnut Salon, for a program on "What's New in Beauty?" Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
Monday Sept. 30 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Peg Newton will present "The Height of Fashion--Fall Styles for the Tall Girl" during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Frances King Carter, Jack Goehring Co., CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON (3 EAST 48TH ST.)	ST. REGIS HOTEL ROOF

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Wednesday
Sept. 4 **OPENING: "THE FRONT PAGE"** **ROYALE THEATRE, 45TH ST. WEST OF B'WAY**
A new production of the Ben Hecht-Charles MacArthur play about a crime reporter who wants to leave his profession, and the editor who is determined to stop him from doing so. Produced by Hunt Stromberg, Jr. and Thomas Spengler; directed by Charles MacArthur. Cast features Arnold Moss, Lew Parker, Elizabeth Dillon, Isabel Bonner, and others. Scenery and costumes by Nat Karson. Publicity: Bernard Simon, BR. 9-5906.
- Wednesday
Sept. 4 **OPENING: BALLET RUSSE DE MONTE CARLO, N.Y. CITY CENTER, 131 WEST 55TH ST.**
A two weeks' series of dance performances by the Ballet Russe from Sept. 4 to Sept. 15. Ballets include: "The Bells" (a new work, based on the poem by Edgar Allan Poe, with music by Darius Milhaud); "Night Shadow", "Raymonda", "Rodeo", "Scheherazade", "Ballet Imperial", "Gaité Parisienne", "Concerto Barocco". Featured dancers are: Alexandra Danilova, Nathalie Krassovska, Frederic Franklin, and Leon Danielian. Prices: \$2.40, \$1.80, \$1.50, \$1.20 (tax included). Publicity: Margaret Hornyak, CI. 7-5911.
- Wednesday
Sept. 4 **HARVEST MOON BALL FINALS** **MADISON SQUARE GARDEN, 8TH AVE. AND 49TH ST.**
The New York Daily News is sponsoring its twelfth annual Harvest Moon Ball, with prizes to be given in each of five divisions -- waltz, fox trot, rhumba, tango and lindy. Master of Ceremonies: Ed Sullivan, columnist. Contact: N. Y. Daily News, MU. 2-1234.
- Wednesday
Sept. 4 **PREMIERE: "MONSIEUR BEAUCAIRE" (Movie)** **PARAMOUNT THEATRE, B'WAY AT 43RD**
Paramount presentation based on Booth Tarkington's novel, with variations by Melvin Frank and Norman Panama, featuring Bob Hope, Joan Caulfield; Patric Knowles, Marjorie Reynolds, and Joseph Schildkraut. Producer: Paul Jones. Director: George Marshall. Costumes: Men's, Gile Steele; Women's, Mary Kay Dodson. Publicity: Aileen St. John Brenon, BR. 9-8700.
- Thursday
Sept. 5 **PREMIERE: "CAESAR AND CLEOPATRA" (Movie)** **ASTOR THEATRE, B'WAY & 45TH ST.**
United Artists' \$6,000,000 technicolor production based on the George Bernard Shaw historical play about middle-aged Caesar and the pretty, childish Queen of Egypt. Vivien Leigh and Claude Rains play the title roles, with Renee Asherson, Stewart Granger, Flora Robson and Basil Sydney. Producer and Director: Gabriel Pascal. Costumes: Oliver Messel. Publicity: Tess Michaels, BR. 9-7300.
- Thursday
Sept. 5 **OPENING: "A FLAG IS BORN"** **ALVIN THEATRE, 52ND STREET WEST OF B'WAY**
Ben Hecht's new music-drama about the Hebrew battle for freedom and survival in the postwar world. (The proceeds of the play, which is being presented under the auspices of the American League for a Free Palestine, will be used in transporting Jewish people from Europe to Palestine.) Paul Muni is the star, with Quentin Reynolds as narrator, and Celia Adler in the only feminine role. Music by Kurt Weill; settings by Robert Davison. Director: Luther Adler. Costumes: John Boyt. Limited engagement, for four weeks only, closing on Thursday, October 3. For tickets, contact: Mrs. F. Zimmerman, American League for a Free Palestine, 25 West 45th Street. Publicity: Henry Senber, BR. 9-4600.
- Thursday
Sept. 5 **OPENING: "YOURS IS MY HEART"** **SHUBERT THEATRE, 44TH ST. WEST OF B'WAY**
Arthur Spitz will present an operetta based upon Franz Lehar's melodic "Land of Smiles", starring Richard Tauber, for whom the work was originally written, with Sammy White and Alex D'Arcy. Book and lyrics: Ira Cobb and Karl Farkas. Costumes: A.H. Condell. Publ.: Karl Bernstein, CI. 6-0427.